

## Message Text

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INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 CIAE-00 INR-07

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 4275

UNCLAS SECTION 1 OF 3 HONG KONG 3036

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM, FY 1975 PROGRESS

REPORT FOR QUARTER ENDING MARCH 31, 1975

REF: STATE 062550

### SUMMARY

HONG KONG SHOWED LITTLE INTEREST IN POLLUTION CONTROL EQUIPMENT. AMERICAN FORTNIGHT ON TRACE AND LOOKING GOOD. MAJOR PROJECTS CUT BACK BY HKG. POST-CONDUCTED MARKET SURVEY SHOWED EXCELLENT PROSPECTS FOR MEDICAL EQUIPMENT. RESEARCH BY USDOC CONTRACTOR SHOWED GOOD PROSPECTS FOR LABORATORY INSTRUMENTS WITH STRONG NEED FOR TRADE SHOWS. NUMBER OF T.O.'S FOR OTHER PRODUCTS SATISFACTORY IN VIEW OF DOWN ECONOMY. END SUMMARY

1. OUR FY 1975 CCP PROGRAM REPORT FOR QUARTER ENDING MARCH 31 1975 IS AS FOLLOWS:

A. ANNEX A. PRINTING AND GRAPHIC ARTS EQUIPMENT: ROUTINE ACTIVITIES ONLY. FOUR TRADE OPPORTUNITIES SUBMITTED TO DATE.  
B. ANNEX B. POLLUTION CONTROL EQUIPMENT: IN PREPARATION FOR CATALOG SHOW AND SEMINAR HELD JANUARY 22-24, CONTACTED NUMEROUS GOVERNMENT OFFICIALS IN RESPONSIBLE POSITIONS OF WATERWORKS AND OTHER DEPARTMENTS, ALSO MAJOR POLLUTCG FIRMS; 3, PRESS RELEASES; EXCELLENT USIS COOPERATION. HOWEVER, VERY LITTLE INTEREST SHOWN BY GOVERNMENT OR INDUSTRY. ATTENDANCE AT CATALOG SHOW LESS THAN EXPECTED -- ABOUT 422. RELATIVELY FEW  
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BUSINESS OFFERS. HONG KONG APPARENTLY NOT READY TO ACCEPT NEED

FOR POLLUTION CONTROL, ESPECIALLY UNDER PRESENT STATE OF ECONOMY. THREE TRADE OPPORTUNITIES SUBMITTED TO DATE.  
C. ANNEX C. AMERICAN FORTNIGHT: BACKGROUND OF THIS LARGE PROMOTIONAL EVENT FOR U.S. CONSUMER AND INDUSTRIAL PRODUCTS AND SERVICES DESCRIBED IN PREVIOUS REPORT.

TARGET FOR TOTAL NUMBER OF EXHIBITION PARTICIPANTS REMAINS AT 87. EFFORTS SO FAR HAVE YIELDED 20 PARTICIPANTS FOR INDUSTRIAL EXHIBITION, 19 FOR CONSUMER EXHIBITION, 9 FOR SERVICES EXHIBITION, AND 50 AGREEMENTS FOR GENERAL PARTICIPATION.

SIX IN-STORE  
PROMOTIONS WITH LEADING HONG KONG DEPARTMENT STORES ARE IN ADVANCED PLANNING STAGE, WITH PLEDGES TO PURCHASE AT LEAST US\$500,000 ESPECIALLY FOR FORTNIGHT, OVER AND ABOVE WHAT STORES NORMALLY BUY.

AMERICAN CHAMBER OF COMMERCE VOLUNTEERS HAVE CONTINUED TO PICK UP ASSIGNMENTS DAILY FOR SALE OF PARTICIPATION AGREEMENTS, AND TASKS RELATION TO 100 PROMOTIONAL, CULTURAL AND ENTERTAINMENT EVENTS.

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TO SECSTATE WASHDC 4276

UNCLAS SECTION 2 OF 3 HONG KONG 3036

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MAJOR EVENTS NOW PLANNED ARE:

1. 6 IN-STORE PROMOTIONS
  2. 3 EXHIBITIONS
  3. 4 FREE PUBLIC CONCERTS
  4. SOCCER GAME
  5. PARADE
  6. GOLF MATCH
  7. BOAT RACE
  8. T.V. PROGRAMS
  9. RADIO SHOW AND MANY OTHER SIMILAR EVENTS.
- NANCY WILSON AND SEVERAL OTHER ENTERTAINERS WILL BE A PART OF OF FORTNIGHT IF FINANCING OF AIRPASSAGE CAN BE ARRANGED. MAIN HURDLE TO OVERCOME IS AIR PASSAGE FOR ENTERTAINERS.

MISS MARILYN WARD HAS BEEN HIRED AS FORTNIGHT ASSISTANT TO REPLACE MRS. MONA WILSON WHO RESIGNED BECAUSE OF HUSBAND'S TRANSFER.

IN GENERAL, PROGRESS HAS BEEN VERY SATISFACTORY.  
POST RESOURCES USED THUS FAR FOR AMERICAN FORTNIGHT FOLLOW:

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MAN-DAYS		
	FSO	FSL
DISCUSSIONS WITH DIRECTORS OF		
DEPARTMENT TORES AND WITH		
CHAMBER VOLUNTEERS	3	-

TELEPHONE CONVERSATIONS WITH		
POTENTIAL PROMOTORS, SUPPLIERS,		
OTHERS CONCERNING IN-STORE		
PROMOTIONS	2	-

OTHER FORTNIGHT ACTIVITIES,		
DIRECTION, COORDINATION,		
MANAGEMENT, AND IMPLEMENTATION	30	45

FREE TIME ACTIVITIES BEFORE		
AND AFTER WORKING HOURS,		
ESPECIALLY FOR PURPOSES OF		
DIRECTION OF FORTNIGHT	25	-

D. ANNEX D. MAJOR PROJECTS REPORTING:

HONG KONG GOVERNMENT BUDGET FOR YEAR ENDING MARCH 31, 1976,  
CONFIRMS EXPECTED CUT-BACKS ON MAJOR PROJECTS. FULL  
REPORT ON EACH PROJECT TO BE SUBMITTED SEPARATELY.  
42 MAJOR PROJECT REPORTS SUBMITTED TO DATE.

E. ANNEX E.

AUTOMATED FOREIGN TRADERS INDEX:  
350 RECORDS ADDED TO DATE.

F. BUSINESS EQUIPMENT AND SYSTEMS, INDUSTRIAL AND SCIENTIFIC  
INSTRUMENTS: THIRTY BUSINESS CALLS MADE SO FAR ON USERS SUCH AS  
SHIP BUILDERS AND REPAIRERS, PLASTICS FACTORIES, MANUFACTURERS  
OF CLOTHING, OPTICAL GOODS ETC. TEN CALLS MADE ON AGENTS/  
DISTRIBUTORS TO ASSESS MARKET. EIGHT TRADE OPPORTUNITIES  
SUBMITTED TO DATE.  
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UNCLAS SECTION 3 OF 3 HONG KONG 3036

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G. ELECTRONIC COMPONENTS: AS IN PAST, MONTHLY MEETINGS HELD  
WITH ORGANIZATION CONSISTING OF ELECTRONICS MANUFACTURERS.  
CONSTANT CONTACT MAINTAINED THROUGH BUSINESS CALLS.

SEVEN TRADE OPPORTUNITIES SUBMITTED TO DATE, MOSTLY FOR  
ELECTRONIC WATCH MODULES.

H. BUILDING, HARDWARE AND PLUMBING SUPPLIES: NO SPECIAL  
ACTIVITY THIS QUARTER. FIFTEEN TRADE OPPORTUNITIES SUBMITTED

TO DATE.

I. MATERIALS HANDLING EQUIPMENT: THIS PRODUCT CATEGORY HANDLED TOGETHER WITH MARINE HARBOR AND DOCK, SHIPS BUILDING AND REPAIR EQUIPMENT.

J. ENVIRONMENTAL CONTROL EQUIPMENT: SEE POLLUTION CONTROL EQUIPMENT.

K. PACKAGING EQUIPMENT: FILM SHOW ON PACKAGING EQUIPMENT HELD AT CONGEN AND AT FEDERATION OF HONG KONG INDUSTRIES, ATTENDED BY 36 TOTAL. INTEREST FAVORED SEMI-AUTOMATIC RATHER THAN FULLY UNCLASSIFIED

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AUTOMATIC MACHINERY FOR HONG KONG.  
NO TRADE OPPORTUNITIES SUBMITTED TO DATE.

L. OTHER PRODUCT CATEGORIES NOT IN 1975 CCP:  
A. MARINE HARBOR AND DOCK EQUIPMENT (INCLUDING MATERIALS HANDLING EQUIPMENT):

A POST PTR WAS COMPLETED AND CONTACT ESTABLISHED WITH INDUSTRY LEADERS. A MARKET DATA BRIEF WAS COMPLETED ON SHIPBUILDING AND REPAIR. EIGHT TRADE OPPORTUNITIES HAVE BEEN SUBMITTED AS OF THIS DATE.

B. MEDICAL EQUIPMENT: SURVEY BY POST SHOWED EXCELLENT OPPORTUNITIES FOR U.S. EQUIPMENT.

C. LABORATORY INSTRUMENTS: RESEARCH REPORT BY USDOC CONTRACTOR PROJECTED MARKET INCREASES OF --

	1974	1979	1979
TOTAL MARKET		US\$2.2 MILLION	US\$3.7 MILLION
U.S. SHARE		33PERCENT	36PERCENT

REPORT ALSO STRONGLY RECOMMENDS MORE EXHIBITIONS AND CATALOG SHOWS IN THIS FIELD.

2. IN VIEW OF CONTINUING ECONOMIC DOWNTURN IN HONG KONG, IT MAY NOT BE POSSIBLE TO MEET SOME OF CCP GOALS WHICH WERE SET DURING MORE OPTIMISTIC TIMES.  
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